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**SUPERVISOR RIDLEY-THOMAS CALLS FOR PLAN TO
IMPROVE COMMUNICABLE DISEASE PREVENTION
OUTREACH EFFORTS TO AFRICAN AMERICANS**

LOS ANGELES – Expressing concern that the level of H1N1 vaccinations among African Americans has been unacceptably low, Supervisor Mark Ridley-Thomas today called for a plan to improve the County's outreach to African Americans with the goal of increasing rates of vaccination.

Recent data shows that the County Department of Public Health's H1N1 vaccine program has reached roughly 28 percent of the target African American group, compared with 82 percent of Latinos, 72 percent of Whites and 282% of Asians.

"The outreach plan should include an enhanced strategy to work with other public and private health partners – such as community leaders, faith organizations and schools – and a proposed budget and timeline," the Supervisor stated in his motion.

He added that the plan should lay a foundation for longer-term and deeper community engagement that improves preparedness, prevention and community resilience to threats and emergencies.

In a related matter, the Board today approved a recommendation by the Public Health department to approve an agreement with Clear Channel Communications to provide public information and health messages related to H1N1, including urging County residents to get seasonal flu shots.

Supervisor Ridley-Thomas instructed the County's Chief Executive Officer and the Public Health department to report back December 22 with a plan to improve its H1N1 outreach to African-American residents.

"We are looking for the department to provide leadership in implementing a more comprehensive, aggressive, innovative and strategic outreach campaign to African Americans," the Supervisor said.

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